Folio:

1985 editorial salary survey

Editors' average salary: $34,623

Analysis of salaries, bonuses and deferred compensation figures shared by 484 magazine editors and art directors yields some surprising findings. Survey reveals how gender, region, number of editorial pages and other variables affect compensation. **68**

The potential of personalized ads

Gimmick or cutting edge of target marketing? Decide for yourself by reading about the available technology and the opinions of advocates and skeptics. **101**

Comparing source evaluation methods

Choice of source evaluation depends on many factors, including whether your magazine is primarily supported by advertising or circulation. **129**

Photo by Mark Duran

Sweeping changes to reposition ABP

American Business Press members agree to new name and structure introduced by outgoing chairman Sal F. Marino. **17**

Good Housekeeping: 100 years of publishing with same identity

Today when the role of women has changed dramatically and more than 50% of women work outside the home, this magazine sticks to homemaking. **111**

1885 ★ 1985
Good Housekeeping
Centennial

July 1985

Creating workable editorial schedules 86

An experienced editor tells how any magazine can be put—and kept—on schedule. Doing so will free your staff to do their best work, improve morale, and the bottom line.

Profiting from PR 93

What public relations goals do magazines have? How do they accomplish them? Two dozen execs evaluate their PR efforts.

Penta perfects its editorial system 107

Now being tested at Springhouse, the Penta system simplifies editing and manages copy flow from text entry to composition. FOLIO: gets first-hand report from users.

Triangle's recipe for *Good Food* relaunch 41

A good idea that's been on ice for 11 years is coming back to life in February. Annenberg admits decision to suspend publication was hasty.

Print: The high-touch medium 150

Who says print ads are boring? Keith Reinhard, CEO, Needham Harper Worldwide, passionately and poetically praises print, calls it a "user friendly" medium.

UPDATE

National magazine awards go to 10 magazines. 17

Tracking paper electronically improves inventory control. 19

Are videotaped ad sales presentations worth it? 20

Fortune 500: Publishing best total ROI industry. 22

City and regional magazines 'too formulaic.' 24

***Columbia Journalism Review* signs** with writers' union. 26

Poor follow-up on reader inquiries confirmed by study. 36

ABP institutes mail monitoring to find trouble spots. 38

***Rolling Stone*, Telepictures** investing $29 million in *Us*. 42

***Builder* owners enjoy** housing boom. 60

COLUMNISTS

Qualifying accounts, by Dave Hagenbuch. 115

Soft subscription offers: The hard facts, by Eliot Schein. 119

Production's expanding power, by Jeff Parnau. 123

How to plan promotion, by Walter Joyce. 126

DEPARTMENTS

Letters 8
Briefings 11
Hanson on Magazines 15
Update 17
Magazine Watch 41
Calendar 55
Magazine People 59
Classified 137
Point of View 150

60 percent of the dues.

•The position of president, formerly held by Thomas H. King (see Update in June 1985 issue) will be eliminated. This means the organization will now have "one instead of two high-paid" top executives. William G. O'Donnell, chief operating officer, will add executive director to his title. The chairman of ABP will now also become the chief executive officer of the association and be responsible for implementing the policies of the board.

Marino reported that the American Society of Association Executives (ASAE) has assured him that the revised ABP structure will actually be more traditional than its former structure: The ASAE informed him that 98 percent of all associations of which they are aware give COO responsibilities to the top paid professional and CEO responsibilities to the elected head of the association.

Under the new plan, the chairman will have greatly expanded responsibilities. He will be charged, not only with chairing all executive committee and board meetings and with keeping informed of the activities of the professional staff, but also with being the public spokesperson for the organization.

While the chairman can seek assistance from the board and executive committee "so that his ABP stewardship will not become burdensome," some feel the demands on the chairman under the new plan are too great.

The reorganization at the top—including the abolishment of the president's post—is the most controversial of all the proposals. While Robert L. Edgell, the current ABP chairman and vice chairman of Harcourt Brace Jovanovich, Inc., is enthusiastic, it is reported that John K. Abely, president/CEO of Technical Publishing, and next in line to be chairman of ABP, has reservations.

One board member said he was surprised when the board voted for the reorganization immediately after the past chairmen, who were each individually asked if they could have handled the extra load, had replied that they were not certain.

Board members who do have reservations explained to FOLIO: that they see the new structure as a test. "We can't be sure unless we try it," said one. But those who are for the restructure, like Edgell, say, "It's not a test" and point to the fact that the bylaws will be changed.

"The question is, can one person devote enough time to the kind of work Tom King did and still be an effective head of his own company?" says one skeptical board member. "It's easy to say he can, but it's another thing to do it."□

Fortune 500: Publishing is best total ROI industry

Time Inc., Times Mirror tops in sales among companies in printing/publishing

New York City—The publishing/printing industry led all 27 listed industries in terms of total return to investors, according to the *Fortune 500* ratings for 1984. Publishing and printing's 16.4 percent median return was particularly helped by the performances of Harcourt Brace Jovanovich and Macmillan. HBJ posted a 69.9 percent return on investment, the fourth best return among Fortune 500 companies, and Times Mirror showed a 68.4 percent return, the fifth best.

In the primary rankings for Fortune 500, which orders companies by sales, Time Inc. again led the publishing field. The New York City publishing giant placed 132nd on the list, with $3.1 billion in sales. Time Inc. retained its top spot in the industry despite the fact that its sales plummeted 23.1 percent in 1984 because it sold off its forest products division at the start of the year. Time was ranked 91st on the Fortune 500 list last year.

Other companies involved in magazine publishing that made the Fortune 500 list for 1984 included Times Mirror (ranked 139th), McGraw-Hill (245th), The New York Times Company (270th), The Washington Post Company (304th), Dow Jones (308th), Capital Cities Communications (313th), Harcourt Brace Jovanovich (376th), Media General (439th), Macmillan (446th) and Meredith (482nd). (Magazine printer R. R. Donnelley & Sons ranked 203rd.)

10-year strength

Counting only the performances of companies that made the Fortune 500, the publishing and printing industry as a group experienced the second highest return to investors for the period stretching from 1974 to 1984. Publish-

Fortune 500 companies that publish magazines

	1984 rank by sales	1983 rank by sales	1984 sales ($ millions)	1984 net income ($ millions)
Time Inc.	132	91	3,067	216
Times Mirror	139	154	2,771	233
McGraw-Hill	245	255	1,402	144
New York Times	270	281	1,230	100
Washington Post	304	323	984	86
Dow Jones	308	326	966	129
Capital Cities Communications	313	356	940	135
Harcourt Brace Jovanovich	376	392	713	34
Media General	439	453	548	40
Macmillan	446	489	530	33
Meredith	482	479	451	38

Source: Fortune 500, 1985

***A move up** in overall Fortune 500 rankings was achieved in 1984 by most listed companies that number magazine publishing among their enterprises.*

ing and printing had a median return of 27.1 percent, while the apparel industry had a return of 27.7 percent.

The publishing and printing industry was also ranked:

- second among the 27 listed industries in terms of return on stockholders' equity. The industry's return on equity in 1984 was 18.4 percent, compared with 17.8 percent in 1983.
- third in return on sales (8.4 percent in 1984).
- 13th on changes in profits (up 17.9 percent).
- 16th on sales per employee ($92,156).□

Senate backs cut in postal subsidy

ABP pleased, but issue still months from final resolution

Washington, D.C.—In the ongoing controversy over the revenue-foregone subsidy for nonprofit, in-county and other preferred mailers, the Senate voted to include only $100 million for the program in the fiscal 1986 Federal budget package it passed in May.

The Association of Business Publishers (ABP) welcomed the Senate action, while the Magazine Publishers Association (MPA) stated that it still hopes the program will end up being fully funded.

"They're certainly moving in the right direction," says Richard Moeller, president of Harcourt Brace Jovanovich Publications and a member of ABP's legal committee.

Moeller notes that $100 million is closer to the $39 million proposed for the subsidy by the Reagan Administration and favored by ABP than the $981 million the Postal Service says it needs to maintain the program as it is currently run.

Chapin Carpenter, senior vice president for the MPA in Washington, says while MPA still supports the subsidy program, it believes regular mailers should not be forced to make up the difference if cuts are made. One option would be to allow preferred postage rates to rise, he suggests.

The Senate bill only proposes a lump sum for the program. It fails to ennumerate those preferred mailers who would continue to benefit from rate discounts. (Publications for the blind and the handicapped, however, appear to be on everyone's protected list. An ABP spokesman remarks that apparently Senate Republican leaders also intend to maintain rate breaks for rural newspapers.)

In addition, the Senate bill doesn't stipulate how, if at all, the remainder of the $981 million is to be recovered. The Reagan Administration had proposed that part of the subsidy be covered by the Postal Service. Questions as to who will still benefit from the subsidy and how shortfalls might be met must be addressed in separate legislation. That legislation will have to wait until after the House passes its own budget bill. Then, differences in the House and Senate bills must be reconciled. Therefore, the earliest the issue could be decided is the end of August, but it is more likely to be resolved closer to the Federal fiscal budget deadline, October 1.

ABP reps testify

Two weeks prior to the Senate vote, in testimony before the Senate Subcommittee on Treasury, Postal Service and General Government, Moeller said: "The time has simply come for all this mail to stand on its own two feet."

Also testifying was Robert A. Saltzstein, ABP's general counsel. He elaborated on an earlier ABP proposal (see FOLIO: May 1985, page 48) to eliminate all rate breaks and have individual nonprofits, if they so desired, appeal for lower rates to the Postal Rate Commission. Saltzstein told the subcommittee: "If an appropriation is then necessary, and we hope the Commission will conclude that there should be none except for the blind and handicapped, then let the Postal Service temporarily foot the bill and require the Commission to come back to Congress in six months after a full hearing, with its recommendations."□

Senate approval of cut in the revenue-foregone subsidy is a move in the right direction, says Richard Moeller of ABP's legal committee.

Advocacy ad pulls big response

An advocacy ad to "Halt the Deficit," which included a postage-paid card and ran in the May issue of *Reader's Digest*, had pulled in over 800,000 responses by mid-May, only three weeks after subscribers began receiving the issue. (See FOLIO:, June 1985, page 30.)

Half of the responses came during the first week following publication, when subscribers on the West Coast and on some military bases received the magazine. The ad was sponsored by The Business Roundtable—an organization of chief executive officers of 200 major corporations.

The *Digest* predicts that a million or more responses to the ad will have been received by this month. Print-outs of respondent names are being sent to corresponding legislators in the House and Senate as well as to the President. The ad, with its direct response vehicle, represented a "first" for the *Digest*, whose readership is over 50 million.

Publisher Richard McLoughlin reports that many of the reply cards were accompanied by letters, an indication, he claims, of the intensity of the public's attitude toward the deficit problem.

Letters signed by McLoughlin and Robert Beck, chairman of The Business Roundtable and chairman and chief executive officer of the Prudential Insurance Company of America, have been accompanying the list of names going to Washington.□

worthwhile. He concedes that the magazine could probably "push" circulation up to 60,000 if direct mail were used to attract new subscribers. However, he doesn't want to put himself in the position of having to continue such mailings in order to maintain the higher circulation. "Nobody wants to see circulation drop," he declares.□

Regionals go after more national ads

CRMA stepping up sales effort, positioning members as efficient, upscale ad vehicles

Readership: How city/regional magazines rank*

Rank	Magazine	Total adult audience	Penetration
1	*Reader's Digest*	53,766,000	31.8
2	*TV Guide*	49,069,000	29.0
3	*Better Homes & Gardens*	32,009,000	18.9
4	*Family Circle*	29,567,000	17.5
5	*National Geographic*	29,554,000	17.5
6	*People*	29,400,000	17.4
7	*Good Housekeeping*	28,719,000	17.0
8	*Woman's Day*	28,145,000	16.6
9	*Time*	23,565,000	13.9
10	*McCall's*	21,683,000	12.8
11	**CRMA**	**20,432,000**	**12.1**
12	*Newsweek*	20,066,000	11.9
13	*Ladies' Home Journal*	19,669,000	11.6
14	*Modern Maturity*	17,220,000	10.2
15	*Sports Illustrated*	16,163,000	9.6

*Source: MRI's Magazine Audiences, spring 1985, published by Mediamark Research, Inc. CRMA data based on 36 of the approximately 40 CRMA member magazines.

***Adult audience of nearly 20.5 million** is delivered by the 36 City and Regional Magazine Association member magazines whose readership was recently studied by MRI. As a group, the magazines rank 11th among the most widely read magazines in the country.*

Dallas—"City and regional magazines as a group now rank among the top 12 most widely read magazines in the country," says Raymond Nordstrand, publisher of *Chicago* magazine and outgoing president of the City and Regional Magazine Association (CRMA). And, he says, they're out to make the advertising community more aware of this.

At a recent CRMA conference in Dallas, Nordstrand told FOLIO: that CRMA, which began developing an advertising network a few years ago, has stepped up its sales effort and will be seeking national advertising more aggressively for its nearly 40 member publications.

Taken together, CRMA magazines represent a circulation of more than three million. According to an MRI readership study commissioned by CRMA and published in the spring, total readership for the 36 member publications surveyed is nearly 20.5 million. This puts them collectively at number 11 in total readership (see table).

While penetration of the U.S. adult audience is 12.1 percent on average, Nordstrand claims that, in some of the major markets such as Chicago and Philadelphia, the level can approach 20 percent.

City and regional magazines (CRMs) offer an upscale audience, says Nordstrand, with surprisingly uniform demographics. The MRI research shows this group of magazines as ranking fourth in total readership among publications reaching households with incomes of $50,000 and up, and ranking third among those reaching persons with individual incomes of $35,000 and up, he reports. This puts city and regional magazines ahead of *Time* and *Newsweek* in total number of affluent readers reached, according to Nordstrand. CRMs generally have audiences that are split 50/50 male:female, he adds.

At the present time, national advertising acounts for about 50 percent of the billings at *Chicago* and *Texas Monthly*, according to Nordstrand. But, he says, most of the other magazines in CRMA have only about 20 percent in national billings.

There are some city and regional publications that do not have appeal to national advertisers, acknowledges Robert Phillips III, vice president and national sales director for Metro Magazines, a publishers' rep firm that represents about half of the magazines in CRMA. For those that do have the potential to become stronger national advertising vehicles, the greatest obstacle has been a lack of efficiency, he maintains. With plans to unify their marketing effort, and offer discounts, CRMA is moving in the right direction, in Phillips' opinion.□

ABC data bank expands

New data which give a consolidated look at up-to-date circulation figures are now available to Audit Bureau of Circulations (ABC) members through the ABC Circulation Data Bank. The service is designed to be a time-saver for publishers and ad agency media planners.

The new information includes subscription, single-copy sales and average total paid circulation data as gleaned from Paragraph One of the Publisher's Statement. Information on a county-by-county basis is available for the six-month periods covered by the June 1982 to December 1984 Publisher's Statements, according to ABC. Figures can be accessed covering the nearly 180 magazines and farm publications that participate in the service.

Stored data now also include information from Paragraph Two on total paid circulation broken down by subscriptions and single-copy sales for each issue, as it appears in the June and December 1984 Publisher's Statements.

"Since this information comes from the most recent Publisher's Statements, it provides Data Bank users with more current circulation data," says Michael Drexler, executive vice

Poor follow-up on reader inquiry

Only 44% of business advertisers respond within 60 days to prospect inquiries, study finds

Cleveland—A business magazine can have on-target circulation and the right editorial environment, yet still hear the frustrating complaint that a prospect inquiry ad did not lead to any sales. But results of a recent study tend to confirm that the fault often lies with slow processing and poor follow-up to inquiries, rather than with lack of reader response.

Moreover, the findings also imply that, in some cases, publishers contribute to the follow-up problem by causing inquiry processing snafus.

Of 182 industrial advertisers monitored by E. S. Advertising Services Inc., only 44 percent responded within 60 days to inquiries prompted either by their ads or publicity releases appearing in business magazines. Even 16 weeks after inquiries were mailed, 29 percent of the advertising firms still had failed to reply. During the study's primary time frame, 60 days, the average response time was 29.8 days.

"The most important conclusion to be drawn," asserts George E. Steinbrenner, president of E. S. Advertising Services, which specializes in helping advertisers manage sales leads, "is that there is a general lack of respect for the sales inquiry and a lack of commitment to professional processing."

All of the survey's monitored advertisers were located in northeast Ohio, E. S. Advertising Service's natural market. They were selected from advertisements or publicity releases appearing in 37 magazines coming from 13 publishers. To be included, the advertiser's ad or release must have contained a reader service number that could be used to send in an inquiry. Using a nondescript company name, E. S. Advertising Services mailed reader service cards to the magazines, and then recorded the length of time it took to receive a response.

Uneven processing

Steinbrenner says that, unfortunately, it could not be determined just how much of the delay in response was due to slow processing of reader service cards on the part of the publishers and how much was caused by slow processing of information that the advertisers received from the publishers. But he observes that the fact that there were different average response times on inquiries routed through different publishers indicates that some publishers are slower than others in forwarding inquiries to their advertisers. Therefore, he advises, all else being equal, advertisers should advertise in the magazine with the fastest reader inquiry processing.

Publishers have an interest

Steinbrenner also suggests that although ultimate responsibility for the problem lies with advertisers—they are the ones who are losing hot sales leads—it is also in the publisher's interest to make sure that inquiries are responded to in a timely manner: More inquiries receiving quick responses from an advertiser will mean more sales for that advertiser, the executive maintains. If an advertiser is making more sales because of an ad in a magazine, Steinbrenner concludes, that advertiser will be more likely to continue buying ad space.□

Average response time to prospect inquiries

Time period	Percent responding	Average number of days
30 days or less	25.2%	20.5
31 to 60 days	19.4	41.9
more than 60 days	26.2	93.4

Source: E. S. Advertising Services Inc. Based on monitoring of 182 industrial advertisers.

Even 16 weeks after inquiries prompted by magazine ads were mailed in, 29 percent of the advertisers still hadn't responded to these sales leads, in a recent study conducted by E. S. Advertising Services.

Selling regionals on the newsstand

Wholesaler advises city/regionals on how to improve newsstand 'clout'

Dallas—"Regional publications have to educate wholesalers that their magazines are good sellers," according to Phillip M. Bagnall, marketing director of Martin News Agency, Inc., a Dallas-based wholesaler.

Efforts by the publisher and circulation director to improve communication with a regional's local wholesaler can indeed pay off in better marketing and increased single-copy sales for the magazine, Bagnall points out. "Spend some time with the distribution manager at your local wholesaler," he advises, because this is the way to begin to understand some of the wholesaler's problems and learn what types of information would help him to better market your magazine.

A magazine's representative should, for example, go over computerized data on dealer-by-dealer allotments and sales with the wholesaler's distribution manager. Bagnall says that he generally makes copies of such reports available to the magazine at cost, and in some cases refunds that charge if the data is used to make newsstand sales more efficient.

In addition to reducing returns and handling for the wholesaler, publisher/wholesaler cooperation helps make the most of all sales opportunities. A wholesaler agency that provides full in-store service, as Martin News does, can —if given advance notice of an issue that is likely to sell particularly well—adjust allotments, react quickly to sell-outs and mount special promotion campaigns.

Regional publishers who do not have access to a full-service wholesaler should get out and meet retailers whenever possible, Bagnall says. "You can make dealer checks yourself, on occasion," he adds.

Bagnall offers several other tips to be kept in mind by city/regionals and smaller magazines in general:

•Make sure your wholesaler is receiving accurate allotment notices, and

TEN
FIVE
D.C.
Regan
Treasury
Shift Lock
Shift Key
Back Space
I. C. Smith & Corona Typewriters Inc.

1985 Editorial salary survey

Editors' average salary: $34,623

Wide variations in salaries for people with same title; lower pay for women; general dissatisfaction with editorial compensation, among findings

BY BARBARA LOVE
EDITOR
AND
JEAN ANGELO
ASSOCIATE EDITOR

One man, an editor in chief responding to FOLIO:'s editorial salary survey, reports that he earns $100,000 after only two years of editorial experience. An assistant editor working on a business magazine in the South Atlantic region, who belongs to a union, reports she makes $39,000.

Sorry editors! These salaries aren't typical.

So what *is* typical? Answering this question was the aim of FOLIO:'s 1985 Editorial Salary Survey, which was conducted by mail in March and April.

The findings are based on responses from 484 people in editorial management, editors, managing/executive editors, senior/associate editors, copy editors and art directors. The response rate was 53 percent.

Over 200 editors have already asked for copies of these survey results. And we are still receiving requests for the 1982 Editorial Salary Survey results!

Editors ask, "What are other people in my position earning?" Management asks, "What are other publishers paying editors?" And everyone wants to know what bonuses are being paid, if any, and how many publishers have deferred compensation plans.

Easy questions, difficult answers

Are we talking about a female editor, without much experience, responsible for a small number of editorial pages on a small circulation magazine in the Southcentral region? This person's salary probably is not as high as the salary of a man with the same title, but more experience, responsible for more editorial pages on a large circulation magazine in the Northeast.

There are nine variables covered in this survey. In addition to title, they are region, type of magazine (consumer or business), average number of editorial pages, size of staff, magazine frequency, circulation size, salary by gender, years of experience, and number of magazines for which the respondent is responsible. To get a good individualized picture of what editors with common characteristics are earning, it's necessary to look at all nine variables.

FOLIO: conducted its first editorial salary survey in 1982. That survey was based on questionnaires filled out by publishers about their editorial staffs. This time FOLIO: went directly to each editor and asked that person

Data processing assistance provided by Louise Cerretani

Photo by George Mayernik

to report, anonymously, on his or her own salary only.

One difference in the two surveys that makes it impossible to make comparisons: In 1982, FOLIO: used rankings (first ranking editor, second ranking editor, etc.). In this survey, we used titles (editor, managing editor, etc.). The exceptions are copy editors and art directors, who were analyzed by titles both times.

There are problems with using titles, as there are with using rankings. Readers should keep in mind that titles do not always reflect relative positions accurately. For example, in some instances, executive editor may be above the editor on the masthead. In other instances, that title might be below the editor on the masthead. For this survey, we included executive editors with managing editors, which may have increased the overall level of salaries for this category.

As with any survey, caution and discretion must be used when interpreting and applying the numbers.

Relative salaries

According to the respondents to FOLIO:'s Editorial Salary Survey, the average salary for editorial management (vp-editorial, editorial directors, editor in chief and editor and publisher) is $45,489. The average salary for the editor is $34,623, or 76 percent of what editorial management receives.

Interestingly, FOLIO: found very little difference between the editor's salary and the managing editor/executive editor's salary. The average managing editor/executive editor earns a salary of $33,770, or 97.5 percent of what the average editor makes. As already mentioned, the inclusion of executive editors may pull up the salary level.

And senior and associate editors, on average, have salaries that are about 80 percent of what the managing editor/executive editor receives. The average salary for senior/associate editors is $27,130. In this survey we grouped several job titles under the senior/associate editor heading, including technical editor, news editor, features editor, fiction editor.

Copy editors, on average, are receiving a salary of $24,850. Art directors' average salary is $29,850, which is 86.2 percent of the average salary for editors.

Wide ranges within title

There are wide variations in salaries paid within the same title groups. For editorial management, editors, executive editors and managing editors, for example, the average salary for people in the top third is approximately two and one-half times that of the average salary for those in the lower third.

The average salary for the 41 editors in the top-third salary range is $51,290 versus an average salary of $21,460 for those 42 respondents in the lower third.

For the other three groups studied—senior and associate editor, copy editor and art director—the differences between the top third and bottom third are not as great: The top third average is about twice that of the lower third average.

Northeast pays best

For five of the six categories studied, salaries in the Northeast are highest, although the differences are not always significant.

Generally speaking, the Northcentral region pays second best, followed by the Western region.

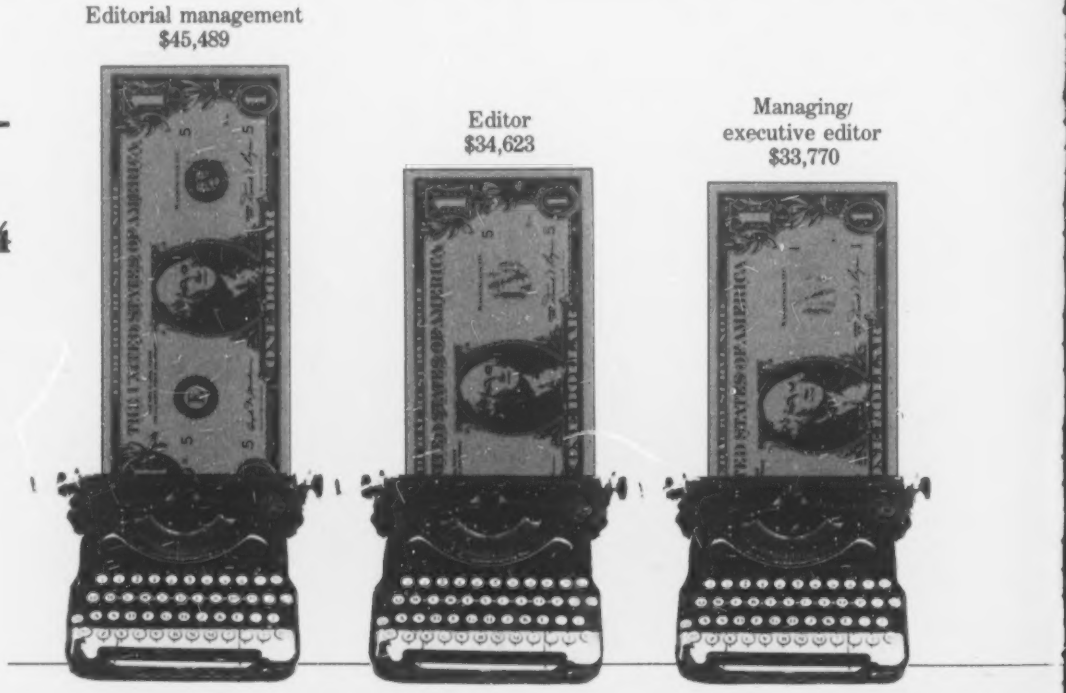
(For information on what states are in which regions, refer to the map on page 72.)

Average editorial pages

For editorial management, the editor and the managing/executive editor, there is an indication that salaries are higher as the number of editorial pages for which the respondent is responsible increases.

For example, editors responsible for fewer than 500 editorial pages a year earn an average salary of $28,420, as

Average salaries based on 484 responses



compared to $37,960 for editors responsible for magazines with 500 to 999 editorial pages.

There is no indication that the number of editorial pages published during the year has any bearing on salaries for senior/associate editors, copy editors or art directors.

Editorial staff size

As the numbers of editors on the staff rises, there is a tendency for average salaries to rise for editorial management, editors, executive/managing editors and senior/associate editors, although the universe is not large enough to conclude there is a relationship.

Magazine frequency

Does the frequency of the magazine make a difference in what magazines pay editors? Although the sample sizes are small, weeklies pay the highest salaries in five of the six job title categories. The exception is editors, who get the highest salaries on quarterlies, according to the FOLIO: respondents.

Circulation size

Among the respondents in the top three ranking titles (editorial management, editor, executive/managing editor), salaries tend to go up as the circulation of a magazine increases. However, the numbers are again too small to reach any conclusions from this survey. There is no clear pattern for senior/associate editors, copy editors or art directors.

"I'm a do-it-yourself staff: editing, advertising, layout, writing and photography."

Editor of a business publication located in the Midwest, earning $29,000.

[redacted]

Salary by gender

Yes, Mary, there is a significant difference in salaries paid to men and women.

The production salary survey published in January, and now the editorial salary survey published on these pages, show that women are receiving significantly lower salaries than men in the same positions.

For editorial management (vice president-editorial, editorial director, editor-publisher and editor in chief) the average salary of women is 73 percent that of men ($36,230 versus $49,650). Women with the title "editor" earn, on average, a salary that's 78 percent of what men with the same title earn ($29,950 versus $38,250).

The same pattern exists among managing editors, senior/associate editors, and, to a lesser extent, among art directors.

A few women commented on differences in salary ("I'm still waiting for equal pay for equal work," and "Men make about 25 percent more, even if they work on less prestigious and smaller circulation magazines").

Years of experience

Editorial personnel who have been in the business longer tend to get slightly higher salaries. While the numbers are not large enough to be significant, salaries go up steadily for editorial management, editors and executive/managing editors as experience increases.

Among editors, the largest universe we have to analyze, those with one to three years' experience earn an average of $23,730, versus $32,220 for those with four to 10 years' experience and $47,680 for those with 16 to 25 years' experience.

Number of magazines

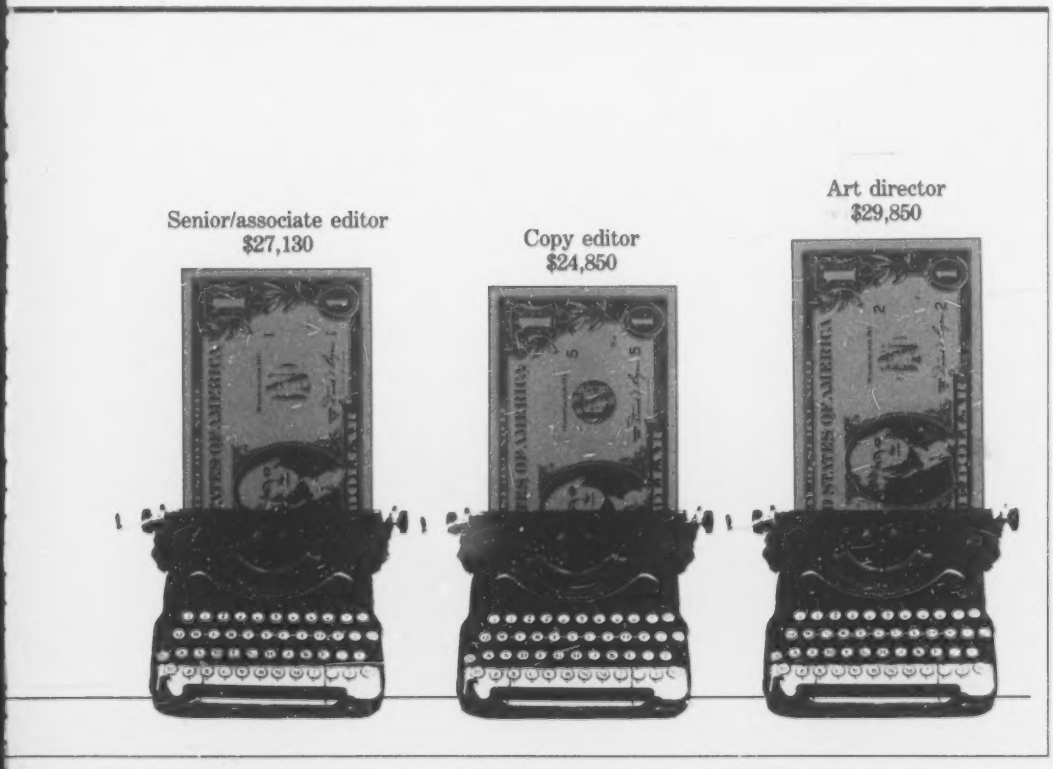
One would think that an editor responsible for more than one magazine would receive a higher salary than an editor responsible for only one magazine. But the results show otherwise.

For editors responsible for one magazine, the average salary is $37,180, while editors responsible for more than one magazine have a salary of $28,990. The same correlation exists for editorial management, but the numbers aren't significant.

For managing editors and executive editors, the salary is slightly higher for those responsible for more than one magazine, although the difference here is not meaningful either.

Business vs. consumer

FOLIO: could not spot a meaningful difference in the salaries of consumer and business personnel in our six groups. Editorial management working on consumer magazines reported slightly higher salaries than their business counterparts (an



average of $47,633 versus $43,988), as did consumer magazine art directors and senior and associate editors.

Half report bonuses

About half (243 of 484) reported bonuses to FOLIO:. The likelihood is that the number actually receiving bonuses is higher because many did not know at the time they filled out the survey what bonus they would receive in 1985. Of those reporting bonuses, the total average bonus expected for editorial management was $5,360, compared with $2,360 for the editor and $1,640 for the managing editor or executive editor.

By region, the Northeast pays the highest average bonus for those responding to this survey who are editors, copy editors and art directors. But the numbers aren't significant.

By circulation size, there is an indication that bonuses are higher for editors on magazines with larger circulations, but the number of respondents is too low to generalize beyond this survey.

Regarding bonuses given to men and women, the men in the survey received higher bonuses for five of the six job categories studied, but in none of the categories are the numbers significant. The strongest indication of difference is among art directors: The 17 female art directors responding to the survey received an average bonus of $1,640, versus an average of $2,460 for the 17 male art directors.

A bonus may not necessarily be based on individual performance, salary or position. This survey did not address the question of how bonuses are determined. Two editors surveyed commented that their yearly bonus was based on ad sales revenues.

Perks might also be considered a bonus or incentive, although this survey did not attempt to analyze the types of extras that editors receive. At least five respondents reported that they have use of a company car: one was managing editor; the others were in the editorial management group.

Bonuses and deferred compensation

There appears to be no significant difference in who gets bonuses or deferred compensation by the six job categories analyzed. Roughly half of all the respondents received either bonuses or deferred compensation (40 percent to 63 percent) and roughly a third of all respondents received both (24 percent to 42 percent).

There is no meaningful difference in bonuses or in the existence of deferred compensation plans by circulation size. Nor are there any meaningful variances in these two factors when one compares business and consumer magazines.

Using the numbers

As mentioned at the beginning, it is important to use the numbers cautiously. In many instances, there are not enough respondents in cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents for each cell.

Also, it should be noted that the data here have been presented in the form of simple totals (only one variable was studied at a time). The interaction that may exist between the totals has not been examined. For example, regarding salaries by region, it appears that editors working in the Northeast are paid higher salaries. But were there more males in the Northeast? Higher circulations? Editors with more experience? We have not shown interaction with more than one variable involved.

Not guidelines, clearly

Caution must also be used if the reader intends to use these salary and bonus figures to determine what people *should* be paid. Clearly, this survey reveals only what people *are* paid. When it comes to salary differences between men and women, for example, no one would argue that a woman with the same title as a man should be paid less.

From another, broader perspective, editorial salaries in general, for men and women, may be low. While this salary survey does not address relative salaries by magazine departments or other industries, editors responding to FOLIO:'s survey expressed feelings, for publication, that editorial is a low-paying profession ("I feel I am underpaid, working full time for my favorite charity," "Blue collar workers make more," "Monetary compensation in this industry is horrendous," etc.).

Three years ago, Gil Maurer, president of Hearst Magazines Division, told a group of editors that they were possibly the single most valuable asset of magazines. And that editors who create the quality editorial that sells magazines would reap the rewards—meaning that they will be better compensated. That's certainly the kind of statement editors responding to the editorial salary survey like to hear.

Then again, as many people in management would point out, it's a free society and a free marketplace. And many editors would not change what they're doing to move to a more lucrative profession.

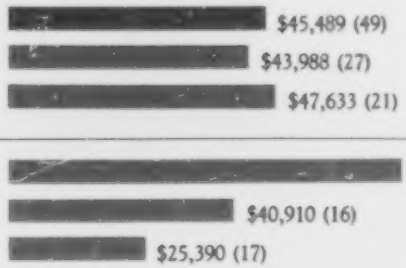
As one respondent said: "Like everyone, I think my salary is low. But then, the magazines I work on cover fields I love, so that is compensation in itself."□

The regions have been divided as follows:

Western	Southcentral	South Atlantic	Northcentral	Northeast
Alaska	Alabama	Delaware	Illinois	Connecticut
Idaho	Arkansas	Florida	Nebraska	Maine
Utah	Kentucky	Georgia	Indiana	Massachusetts
Arizona	Mississippi	Maryland	North Dakota	New Hampshire
Montana	Oklahoma	North Carolina	Iowa	New Jersey
Washington	Tennessee	South Carolina	Ohio	New York
California	Texas	Virginia	Kansas	Pennsylvania
Nevada		Washington, D.C.	South Dakota	Rhode Island
Wyoming		West Virginia	Michigan	Vermont
Colorado			Wisconsin	
New Mexico			Minnesota	
Hawaii			Missouri	
Oregon				

Editorial management*

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$56,220 (16)	$53,830 (6)	$63,270 (10)
South Atlantic	34,498 (5)	37,722 (4)	21,600 (1)
Northcentral	43,450 (12)	42,932 (9)	45,000 (3)
Southcentral	23,500 (1)	23,500 (1)	—(0)
Western	38,920 (13)	42,320 (6)	30,140 (7)
By average editorial pages produced annually:			
To 499	$32,580 (19)	$33,030 (10)	$32,760 (9)
500-999	41,110 (18)	45,550 (10)	46,440 (8)
1,000-1,499	68,810 (8)	58,500 (3)	75,000 (5)
Over 1,500	64,100 (3)	64,100 (3)	—(0)
By no. of editors on staff:			
1	$25,780 (4)	$27,050 (2)	$24,500 (2)
2-5	38,360 (24)	39,450 (13)	33,530 (11)
6-10	54,810 (12)	45,880 (7)	67,300 (5)
11-20	65,500 (5)	63,830 (3)	68,000 (2)
Over 20	55,000 (2)	55,000 (2)	—(0)
By frequency:†			
Weekly	$80,500 (2)	$75,000 (1)	$86,000 (1)
Monthly	49,080 (30)	45,890 (18)	53,880 (12)
Biweekly or semimonthly	44,930 (6)	45,698 (2)	34,301 (4)
Quarterly	28,600 (4)	30,930 (3)	21,600 (1)
Other	35,250 (6)	34,170 (3)	36,333 (3)
By circulation:†			
To 19,999	$34,240 (14)	$36,320 (12)	$21,800 (2)
20,000-49,999	41,570 (13)	46,240 (10)	26,000 (3)
50,000-99,999	45,570 (7)	64,000 (3)	31,750 (4)
100,000-499,000	56,380 (12)	48,750 (2)	57,920 (10)
500,000 and over	86,250 (2)	—(0)	86,250 (2)
By sex:			
Female	$36,230 (16)	$36,560 (9)	$35,800 (7)
Male	49,650 (31)	47,680 (18)	52,350 (13)
By years in business:			
1-3	$100,000 (1)	—(0)	$100,000 (1)
4-10	33,590 (19)	32,640 (12)	35,230 (7)
11-15	49,430 (14)	51,300 (5)	48,390 (9)
16-25	52,050 (10)	50,940 (8)	56,500 (2)
Over 25	59,300 (4)	66,000 (2)	52,600 (2)
Responsible for:			
One magazine	$47,740 (25)	$43,740 (13)	$52,110 (12)
More than one magazine	43,130 (24)	44,220 (14)	41,600 (10)

*Editorial management includes vp-editorial, editorial director, editor in chief and editor-publisher.
†Refers to the magazine with the largest circulation on which respondent works.

"Salaries are out of whack when compared to sales management and publishing, if the editorial product is as important as the company says it is."
Editor in chief in the Northeast, earning a salary in the low forties.

"I keep myself in silk blouses and maintain my Porsche with the money I make from freelance writing and photography. I could double my salary instantly by switching to public relations, but then I wouldn't love my work like I do."
Editor in chief in the West, with 12 years of experience, earning $22,000.

"Compensation is not enough, considering the amount of time put into the job, and the stress involved. We work on books in addition to the magazine."
Editorial director in the South, earning a salary in the low twenties.

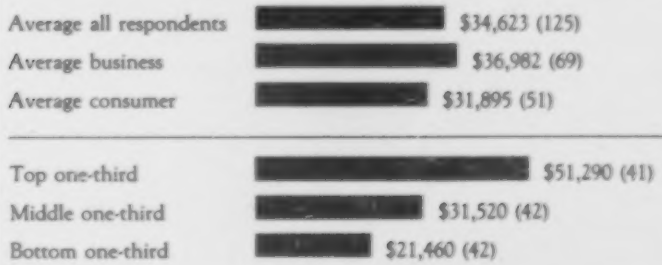
Editor

"Unless you bargain and negotiate through strength and threats of finding another job, raises or other forms of adjustments in compensation are impossible to come by."
Editor in the Midwest, making $50,000.

"After completing this survey, I have decided it is time to look around for something better—thanks for the incentive."
Editor in the Northeast with seven years of experience, earning a salary in the mid-twenties.

"My salary is low, compared to the compensation of other department heads (advertising, circulation) but anyone interested in editorial should know that."
Editor of a business publication located in the Northeast, with 12 years of experience, earning $30,000.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$37,790 (45)	$39,990 (27)	$34,500 (18)
South Atlantic	31,890 (13)	31,910 (6)	31,870 (7)
Northcentral	34,790 (29)	37,920 (19)	28,840 (10)
Southcentral	30,470 (11)	29,770 (7)	31,690 (4)
Western	32,550 (22)	35,520 (9)	30,490 (13)
By average editorial pages produced annually:			
To 499	$28,420 (50)	$28,620 (28)	$28,170 (22)
500-999	37,960 (43)	40,230 (26)	34,490 (17)
1,000-1,499	39,340 (21)	44,050 (11)	34,170 (10)
Over 1,500	53,200 (5)	62,330 (3)	39,500 (2)
By no. of editors on staff:			
1	$26,760 (15)	$25,250 (16)	$29,430 (9)
2-5	33,260 (70)	35,620 (39)	30,300 (31)
6-10	43,310 (21)	50,730 (11)	35,150 (10)
11-20	48,000 (4)	46,000 (2)	50,000 (2)
Over 20	67,500 (2)	90,000 (1)	45,000 (1)
By frequency:†			
Weekly	$31,500 (4)	$26,000 (2)	$37,000 (2)
Monthly	34,640 (65)	36,990 (35)	31,900 (30)
Biweekly or semimonthly	30,300 (21)	34,240 (11)	25,980 (10)
Quarterly	39,740 (6)	39,140 (3)	40,330 (3)
Other	38,200 (25)	39,530 (18)	34,860 (7)
By circulation:†			
To 19,999	$27,990 (36)	$28,960 (29)	$23,940 (7)
20,000-49,999	36,190 (27)	38,860 (20)	28,570 (7)
50,000-99,999	39,470 (27)	44,280 (14)	34,290 (13)
100,000-499,000	39,180 (25)	55,360 (5)	35,130 (20)
500,000 and over	29,730 (3)	—(0)	29,730 (3)
By sex:			
Female	$29,950 (50)	$31,460 (24)	$28,560 (26)
Male	38,250 (70)	40,110 (44)	35,120 (26)
By years in business:			
1-3	$23,730 (19)	$25,710 (11)	$21,000 (8)
4-10	32,220 (55)	32,330 (32)	32,070 (23)
11-15	37,000 (17)	40,400 (5)	35,580 (12)
16-25	47,680 (20)	51,400 (14)	39,000 (6)
Over 25	42,250 (9)	44,670 (7)	33,750 (2)
Responsible for:			
One magazine	$37,180 (86)	$39,130 (51)	$34,350 (35)
More than one magazine	28,990 (33)	31,310 (17)	26,530 (16)

†Refers to the magazine with the largest circulation on which respondent works.

Managing editor, executive editor

"I feel I am underpaid—working full time for my favorite charity: the magazine."
Managing editor in the West, earning $16,200.

"I am embarrassed when my friends discuss their salaries, yet they would trade their careers in a minute for my 'glamour' job."
Managing editor in the South earning a salary in the mid-teens, working for a consumer magazine.

"My yearly bonus is based on a percentage of salary earned when advertising sales go above predetermined quotas."
Managing editor from the New York City area, getting a yearly bonus of $1,500.

Average salaries (The number of respondents is in parentheses.)

Average, all respondents	$33,770 (102)
Average, business	$35,074 (54)
Average, consumer	$32,711 (47)
Top one-third	$49,610 (34)
Middle one-third	$31,700 (34)
Bottom one-third	$20,000 (34)

	Average	Average business	Average consumer
By region:			
Northeast	$36,930 (42)	$37,900 (26)	$35,360 (16)
South Atlantic	36,800 (11)	37,000 (7)	36,450 (4)
Northcentral	32,520 (20)	32,830 (14)	31,790 (6)
Southcentral	21,780 (5)	25,000 (1)	20,980 (4)
Western	27,220 (19)	27,480 (6)	27,090 (13)
By average editorial pages produced annually:			
To 499	$29,070 (26)	$28,860 (15)	$29,320 (11)
500-999	31,770 (39)	31,700 (18)	31,830 (21)
1,000-1,499	32,700 (13)	37,910 (7)	26,620 (6)
Over 1,500	32,450 (24)	46,930 (13)	29,860 (11)
By no. of editors on staff:			
1	$21,650 (6)	$19,000 (3)	$24,300 (3)
2-5	29,850 (43)	30,840 (28)	28,000 (15)
6-10	31,530 (26)	34,270 (11)	29,550 (15)
11-20	42,970 (13)	44,170 (5)	42,220 (8)
Over 20	49,060 (13)	53,610 (7)	43,760 (6)
By frequency:†			
Weekly	$42,060 (4)	$43,130 (2)	$41,000 (2)
Monthly	31,960 (59)	31,330 (27)	32,500 (32)
Biweekly or semimonthly	38,520 (16)	41,450 (12)	29,950 (4)
Quarterly	21,040 (5)	18,500 (1)	21,680 (4)
Other	38,470 (17)	37,170 (12)	41,600 (5)
By circulation:†			
To 19,999	$26,850 (15)	$26,290 (12)	$29,070 (3)
20,000-49,999	30,980 (20)	31,390 (17)	28,730 (3)
50,000-99,999	32,540 (13)	40,960 (8)	19,080 (5)
100,000-499,000	37,080 (40)	42,190 (17)	33,310 (23)
500,000 and over	40,690 (11)	—(0)	40,690 (11)
By sex:			
Female	$30,860 (50)	$32,280 (27)	$27,980 (23)
Male	37,770 (50)	37,860 (27)	37,650 (23)
By years in business:			
1-3	$22,530 (22)	$24,430 (13)	$20,180 (9)
4-10	32,050 (34)	31,170 (11)	33,640 (23)
11-15	35,030 (21)	35,740 (11)	34,260 (10)
16-25	44,220 (16)	41,210 (12)	53,130 (4)
Over 25	48,860 (7)	52,420 (6)	27,000 (1)
Responsible for:			
One magazine	$33,410 (77)	$33,560 (45)	$33,200 (32)
More than one magazine	35,800 (24)	42,670 (9)	31,680 (15)

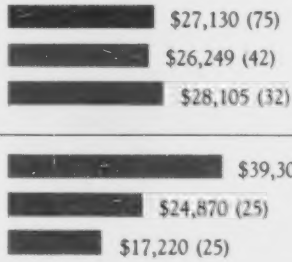
†Refers to the magazine with the largest circulation on which respondent works.

Senior editor, associate editor*

"It's like my mom said—'You won't get rich being a writer.'"
Senior editor in the Midwest with 10 years of experience, earning $22,000.

"The salary structure in this company is based more on a publication's size (circulation, revenues) than on who's the most productive. Although my magazine is a small fish in a big pond, I'm as conscious of quality as any editor in this company and I should be paid as such."
Associate editor in the Northeast, making $31,000.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$29,280 (34)	$27,620 (17)	$30,940 (17)
South Atlantic	30,430 (7)	31,670 (6)	24,000 (1)
Northcentral	26,300 (16)	26,380 (11)	26,120 (5)
Southcentral	20,400 (2)	20,400 (2)	—(0)
Western	22,050 (15)	18,660 (6)	24,310 (9)
By average editorial pages produced annually:			
1-499	$22,560 (19)	$22,960 (9)	$22,190 (10)
500-999	29,700 (27)	28,540 (15)	31,160 (12)
1,000-1,499	27,280 (16)	27,450 (10)	27,000 (6)
Over 1,500	28,960 (5)	24,600 (3)	35,500 (2)
By no. of editors on staff:			
1	$27,500 (1)	$27,500 (1)	—(0)
2-5	23,050 (31)	23,550 (20)	22,140 (11)
6-10	27,680 (20)	30,500 (9)	25,360 (11)
11-20	32,600 (8)	31,590 (5)	34,270 (3)
Over 20	35,000 (10)	32,630 (4)	36,580 (6)
By frequency:†			
Weekly	$41,670 (3)	$36,000 (1)	$44,500 (2)
Monthly	27,500 (44)	25,180 (25)	30,560 (19)
Biweekly or semimonthly	24,650 (8)	26,650 (4)	22,650 (4)
Quarterly	28,750 (4)	30,330 (3)	24,000 (1)
Other	23,640 (15)	26,000 (9)	19,200 (6)
By circulation:†			
To 19,999	$19,750 (6)	$19,750 (6)	—(0)
20,000-49,999	23,950 (17)	24,250 (15)	21,950 (2)
50,000-99,999	28,600 (14)	28,690 (9)	28,440 (5)
100,000-499,000	24,890 (22)	30,000 (8)	22,020 (14)
500,000 and over	36,140 (14)	33,670 (3)	36,820 (11)
By sex:			
Female	$23,910 (29)	$21,940 (18)	$27,130 (11)
Male	29,080 (45)	29,480 (24)	28,620 (21)
By years in business:			
1-3	$18,560 (20)	$17,280 (14)	$21,550 (6)
4-10	26,820 (33)	27,240 (17)	26,380 (16)
11-15	25,560 (9)	30,000 (4)	22,000 (5)
16-25	41,770 (11)	39,640 (7)	45,000 (4)
Over 25	56,000 (1)	—(0)	56,000 (1)
Responsible for:			
One magazine	$26,990 (59)	$26,370 (35)	$27,890 (24)
More than one magazine	27,310 (15)	25,660 (7)	28,760 (8)

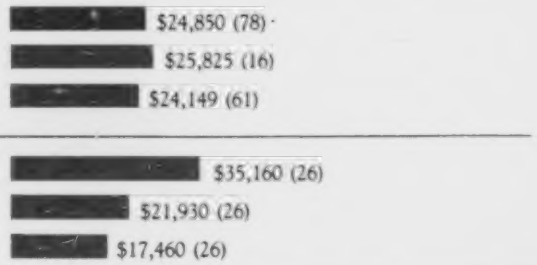
*Associate editor includes staff editor, technical editor, news editor and fiction editor.
†Refers to the magazine with the largest circulation on which respondent works.

Copy editor

"The salary never seems to justify the job's pressures, deadlines and headaches; bonuses and other benefits would go a long way to alleviate that feeling, but support staffs rarely get that advantage."
Chief copy editor in the Northeast, earning a salary in the mid-thirties.

"My salary is terribly low, considering the amount of expertise and work that go into this job. The discrimination against women in terms of monetary compensation in this industry is horrendous."
Woman senior copy editor in the Northeast, earning a salary in the high teens.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$26,200 (50)	$26,540 (13)	$26,080 (37)
South Atlantic	20,420 (6)	—— (0)	20,420 (6)
Northcentral	20,750 (4)	19,000 (1)	21,330 (3)
Southcentral	18,620 (6)	19,200 (1)	18,500 (5)
Western	23,560 (11)	30,000 (1)	22,920 (10)
By average editorial pages produced annually:			
1-499	$27,240 (7)	—— (0)	$27,240 (7)
500-999	22,940 (31)	21,800 (4)	23,070 (27)
1,000-1,499	21,830 (12)	19,500 (2)	22,290 (10)
Over 1,500	27,740 (18)	21,070 (7)	28,060 (11)
By no. of editors on staff:			
1	——(0)	——(0)	—— (0)
2-5	$19,920 (8)	$18,500 (2)	$20,390 (6)
6-10	20,550 (28)	22,170 (6)	20,130 (22)
11-20	24,210 (21)	24,500 (3)	24,160 (18)
Over 20	32,610 (18)	33,940 (5)	32,090 (13)
By frequency:†			
Weekly	$33,250 (4)	$17,000 (1)	$38,670 (3)
Monthly	22,920 (52)	20,030 (7)	23,370 (45)
Biweekly or semimonthly	22,760 (9)	24,500 (2)	22,270 (7)
Quarterly	——(0)	——(0)	—— (0)
Other	29,710 (12)	34,500 (6)	24,930 (6)
By circulation:†			
To 19,999	$19,000 (1)	$19,000 (1)	——(0)
20,000-49,999	19,800 (2)	—— (0)	19,800 (2)
50,000-99,999	18,950 (11)	18,600 (5)	19,230 (6)
100,000-499,000	23,450 (31)	28,710 (7)	21,910 (24)
500,000 and over	29,510 (28)	42,600 (2)	28,500 (26)
By sex:			
Female	$24,200 (57)	$27,250 (13)	$23,300 (44)
Male	25,550 (19)	19,670 (3)	26,650 (16)
By years in business:			
1-3	$18,830 (22)	$17,000 (4)	$19,240 (18)
4-10	24,260 (39)	24,720 (9)	24,130 (30)
11-15	30,990 (13)	—— (0)	30,990 (13)
16-25	(0)	—— (0)	—— (0)
Over 25	66,000 (1)	66,000 (1)	—— (0)
Responsible for:			
One magazine	$24,770 (66)	$25,840 (14)	$24,480 (52)
More than one magazine	22,880 (11)	25,750 (2)	22,240 (9)

†Refers to the magazine with the largest circulation on which respondent works.

Art director

Average salaries (The number of respondents is in parentheses.)

Average, all respondents	$29,850 (55)
Average, business	$28,229 (24)
Average, consumer	$32,080 (29)
Top one-third	$41,580 (18)
Middle one-third	$28,620 (18)
Bottom one-third	$19,991 (19)

	Average	Average business	Average consumer
By region:			
Northeast	$31,490 (21)	$28,000 (10)	$34,840 (11)
South Atlantic	31,340 (7)	33,200 (2)	30,600 (5)
Northcentral	28,150 (11)	32,530 (6)	22,800 (5)
Southcentral	28,130 (4)	26,130 (3)	34,120 (1)
Western	29,180 (11)	19,670 (3)	32,750 (8)
By average editorial pages produced annually:			
1-499	$26,780 (16)	$21,080 (6)	$30,200 (10)
500-999	30,870 (25)	29,360 (14)	32,800 (11)
1,000-1,499	33,750 (4)	—(0)	33,750 (4)
Over 1,500	27,100 (5)	32,550 (2)	23,500 (3)
By frequency:†			
Weekly	$37,000 (1)	—(0)	$37,000 (1)
Monthly	28,970 (28)	28,930 (15)	31,240 (13)
Biweekly or semimonthly	28,530 (8)	22,000 (1)	29,460 (7)
Quarterly	24,000 (2)	18,000 (1)	30,000 (1)
Other	31,370 (15)	29,070 (7)	33,380 (8)
By circulation:†			
To 19,999	$27,500 (1)	$27,500 (1)	—(0)
20,000-49,999	24,890 (11)	24,760 (9)	25,500 (2)
50,000-99,999	25,370 (12)	26,030 (6)	24,700 (6)
100,000-499,000	33,420 (18)	35,140 (7)	32,330 (11)
500,000 and over	37,050 (10)	25,000 (1)	38,390 (9)
By sex:			
Female	$27,580 (27)	$25,070 (15)	$30,670 (12)
Male	32,560 (27)	33,490 (9)	32,100 (18)
By years in business:			
1-3	$22,310 (7)	$23,840 (5)	$18,500 (2)
4-10	27,300 (29)	26,340 (13)	28,060 (16)
11-15	32,860 (7)	25,000 (1)	34,170 (6)
16-25	38,650 (7)	33,800 (3)	42,280 (4)
Over 25	43,880 (4)	44,750 (2)	43,000 (2)
Responsible for:			
One magazine	$31,380 (24)	$26,490 (7)	$33,420 (17)
More than one magazine	29,010 (30)	28,950 (17)	29,080 (13)

†Refers to the magazine with the largest circulation on which respondent works.

"I am overworked and grossly underpaid. I put out five magazines a month."

Art director in the northeast with two years of experience, earning $24,000.

"The money is never enough compared to the time and energy put into the job."

Art director in the northeast earning $24,000.

"It seems that for the kind of work that artists and editors do, which is often grueling and involving long hours, we are some of the lowest paid folks I know."

Art director in the South with eight years of experience, earning a salary in the high teens.

Average amount of bonuses received by title:

Average bonuses (The number of respondents is in parentheses.)

	Editorial management	Editor	Managing and executive editor	Senior and assoc. editor	Copy editor	Art director
Total Average Bonus	$5,360 (28)	$2,360 (60)	$1,640 (46)	$1,790 (42)	$1,490 (33)	$2,050 (34)
By region						
Northeast	$6,250 (11)	$2,340 (24)	$1,510 (17)	$1,540 (17)	$2,050 (17)	$2,700 (15)
South Atlantic	3,640 (5)	1,730 (6)	4,250 (4)	2,220 (5)	525 (2)	1,880 (5)
Northcentral	8,400 (5)	790 (19)	1,210 (9)	2,350 (9)	690 (4)	900 (5)
Southcentral	—— (0)	4,700 (6)	500 (3)	500 (2)	1,240 (4)	650 (2)
Western	1,410 (5)	2,110 (11)	1,700 (11)	1,650 (8)	920 (6)	2,000 (7)
By circulation:†						
To 49,999	$4,530 (13)	$2,640 (31)	$1,896 (15)	$1,653 (15)	—— (0)	$1,930 (9)
Over 50,000	6,620 (13)	2,187 (27)	1,543 (30)	1,848 (25)	1,568 (20)	2,160 (23)
By sex:						
Female	$3,740 (5)	$2,350 (24)	$1,240 (25)	$1,530 (19)	$1,520 (22)	$1,640 (17)
Male	5,780 (22)	2,416 (33)	2,212 (20)	1,932 (22)	1,840 (11)	2,460 (17)

†Refers to the magazine with the largest circulation on which respondent works.

Percentage receiving deferred compensation/bonus by title:

	Editorial management	Editor	Managing and executive at top	Senior and assoc. editor	Copy editor	Art director
Total respondents	**47**	**117**	**100**	**74**	**70**	**54**
Total average who are receiving:						
Deferred Compensation	51.06%	52.99%	49.00%	63.51%	55.71%	62.96%
Bonus	57.45	49.57	41.00	52.70	41.43	62.96
Both	34.04	26.50	21.00	33.78	24.29	42.59
Total respondents	**26**	**68**	**53**	**42**	**15**	**26**
Business average:						
Deferred	57.69%	57.35%	58.49%	71.43%	53.33%	73.08%
Bonus	61.54	52.94	41.51	57.14	40.00	73.08
Both	38.46	29.41	32.08	35.71	20.00	53.85
Total respondents	**21**	**49**	**47**	**32**	**55**	**28**
Consumer average:						
Deferred	42.86%	46.94%	38.30%	53.13%	56.36%	53.57%
Bonus	52.38	44.90	48.94	46.88	41.82	53.57
Both	28.57	22.45	21.28	31.25	25.45	32.14
Total respondents	**27**	**62**	**34**	**25**	**3**	**13**
By circulation:†						
To 49,999						
Deferred	40.74%	46.77%	52.94%	64.00%	33.33%	61.54%
Bonus	51.85	50.00	44.12	64.00	——0	76.92
Both	25.93	24.19	29.41	44.00	——0	46.15
Total respondents	**31**	**55**	**66**	**49**	**67**	**4**
Over 50,000:						
Deferred	41.94%	60.00%	46.97%	63.27%	58.21%	63.41%
Bonus	41.94	49.09	45.45	51.02	43.28	58.54
Both	29.03	29.09	25.76	36.73	26.87	41.46

†Refers to the magazine with the largest circulation on which respondent works.